

**Abstract of the Disclosure**

A user may utilize a communication device, e.g., a wireless phone, mobile device or personal digital assistant (PDA), to contact an information/call center where an operator provides personalized information and communications services to the user in accordance with the invention. Such services include, e.g., providing listing information, contacts information, appointments information, etc. To provide effective connectivity, for example, when a user locates a phone number in his/her private directory using a web browser, the user may utilize a direct connect feature of the invention to initiate a phone call to the desired number over the Internet. In addition, the invention allows for delivery of the appointments information to the user not only via voice connection, but also SMS, email, facsimile, PDA, etc. It also allows for rendering a calendaring service in combination with such services as a TeleConcierge® service which helps the user to plan a future event, e.g., making a restaurant reservation. An appointment record concerning the future event is automatically incorporated into the user's calendar once it is successfully planned. To personalize the services, at least one profile associated with the user is used which specifies the subscribed services and the preferred ways of receiving them. For example, the profile may specify use of a special skilled operator, methods of delivery of information to the user, etc.